

# OUR WALES: FOR HER EIN CYMRU: AMDANI HI



THE FAW WOMEN AND GIRLS' FOOTBALL STRATEGY UPDATE 2024





# FOREWORD

The Our Wales: For Her strategy is an indication of the level of priority the National Association is giving to improving, growing and sustaining the Women & Girls' game across Wales.

The Women & Girls' game in Wales has grown, and continues to grow at an incredible rate, and this strategy was developed to support all areas of the game - its workforce, participants and infrastructures - to thrive and have to platform to continue to expand. The strategy focuses on all areas of the women's game to promote development and visibility, whether you're a player, volunteer or fan. With this strategy and vision, the game is becoming an option for more and more women across the country.

We have seen a continued increase in participation across both the youth and adult women's game, with more clubs and partners delivering girls' activity than ever before, including new initiatives and campaigns to inspire girls and women to be a part of the football community across all areas - players, coaches, referees, fans. For example, the FAW has developed a new Adran Referees' Academy to support more females in becoming referees, following Cheryl Foster's recent success on the world stage.

The Women's National Team has reached a new record attendance of 15,000, and the introduction of the Adran Leagues and FAW Girls Academy have allowed our players feel more supported in an ambitious environment, with youth players successfully transitioning into the Women's National Team camps.

The FAW is excited about the future, and this strategy update provides insight into the fantastic work that has been done to reach great heights 3 years in. But the journey doesn't stop for the FAW: our mission to break down barriers and inspire and influence change for the Women & Girls' game continues.....

Alys Carlton,  
**Independent Chair of the  
FAW Board of Directors**



# FAW OUR WALES: FOR HER STRATEGY UPDATE 2024

## DOUBLE THE PARTICIPATION

2021: 11,000  
2024: 15,898 ▲ 45%  
Increase

## DOUBLE THE INVESTMENT

2021: £1.3 MILLION  
2024: £4.6 MILLION ▲ 254%  
Increase

## DOUBLE THE FANBASE

Avg. Attendance at Cymru matches

2021: 1,800  
2024: 5,370 ▲ 198%  
Increase

## REPRESENTATION

Gender parity on the FAW board

2021: 9%  
2024: 27% ▲ 18%  
Increase

## CYMRU ON THE WORLD STAGE

FIFA WOMEN'S WORLD CUP 2023 PLAY-OFF





FOR US.  
FOR THEM.  
FOR HER.

# 1 VISIBILITY & AWARENESS

FOR US.  
FOR THEM.  
FOR HER.

Launch of a new creative, with a clear narrative celebrating, 'For Us. For Them. For Her.'

400,000

Total TV audience of National Team matches, an increase from 50,000 (+800%) in last FIFA Women's World Cup qualifying campaign



## NEW BROADCAST PARTNERSHIPS

Cymru Women's  
National Team

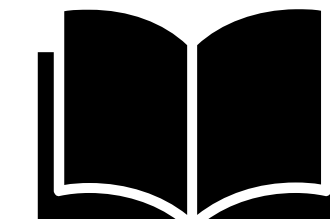
BBC Wales

Genero  
Adran Leagues

S4C & Sgorio



Launch of @becymru Instagram, to empower women and girls in football, and over 7.5 million views of Women's Nation Team content on Cymru TikTok



Working with Artists such as Juice Menace, Eleanor Beer and Literature Wales poets to introduce the **National Team to new audiences**



Record attendance  
for Cymru

15,000

Record attendance  
outside of Cardiff

5,982



Llywodraeth Cymru  
Welsh Government

Showcased players as **positive role models** through partnership with **Welsh Government**, publishing educational content that tackles online misogyny and sexual harassment



Bute  
Energy

Admiral

Increased dedicated sponsorship of the women and girls' game, including new partners **Admiral** and **Bute Energy**.



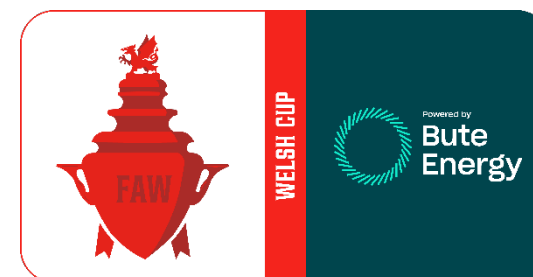
**WSA Award** for 'Best Initiative to Promote Women in Sport & Physical Activity' for 'Our Wales: For Her' strategy in 2023.



# 2 LEAGUES & COMPETITIONS

**AWARENESS** ▲ 43%  
and  
**INTEREST** ▲ 15%

Of the leagues has increased  
and is at **it's highest!**



Bute Energy are the new  
**FAW Women's & Girls' Cup**  
Sponsor

**New Record!**

**37** ▲ 500%  
Since 22/23

Adran Leagues Games  
covered by FAW photographers  
in 2023/24

**New Record!**

**12** ▲ 300%  
Since 22/23

Live Games on Sgorio  
in 2023/24



Clear brand and product for  
**Adran Leagues, Including the** launch of  
a new [Webpage](#) to connect all audiences

**£72,000**

Development  
grants into **Adran clubs**

**New Record!**

**5,175**

Attendance record at an  
**Adran Premier** match

**New Record!**

**9,511**

Attendance record at an  
**Adran League** match

**223** ▲ 54%

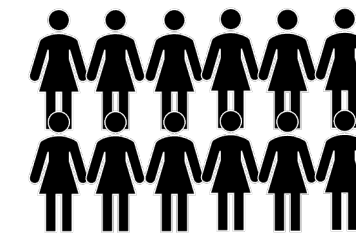
Average attendance at an  
**Adran Premier** match



# 3 PARTICIPATION

## #1

Team sport for  
Women & Girls across Wales



▲ 45%  
Increase

**15,898** Women & Girls  
Registered Players



▲ 50%  
Increase

**75 Huddle** providers,  
engaging girls into football  
aged 4-11 years

## BE. FOOTBALL

**79** Secondary schools on  
the **BE. Football schools**  
programme in partnership  
with **Youth Sport Trust** ▲ **295%**  
Increase

## 440

**BE. Football** Influencers,  
delivering peer led activity  
in secondary school



**WSA Award** for **Best Initiative for  
Promoting Women & Girls in  
Sport and Physical Activity 2024**  
(BE. Football Schools Programme)



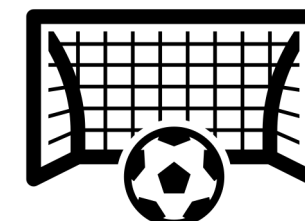
Launch of **UEFA Disney  
Playmakers** in Primary  
Schools, for girls aged  
5-8 years ▲ **+100**  
Primary  
Schools

## AMDANI HI, OCEAN WAY

Launch Of Women First  
Facility in Cardiff

## ENVIRONMENTS: FOR HER

Launch of **Environments: FOR HER**  
providing CPD and guidance  
ensuring all clubs are meeting the  
needs of their players



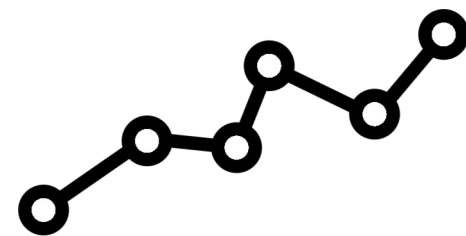
Partnership with **Admiral** Ready  
to Play, providing equipment to  
stand-out clubs across Wales





# PLAYER DEVELOPMENT & NATIONAL TEAMS

## DEVELOPMENT CENTRES & FAW GIRLS' ACADEMY



**9 FAW Development Centres**  
across Wales



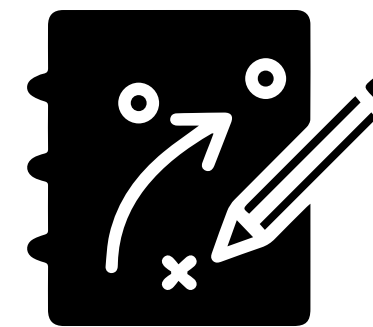
**FAW Girls' Academy**  
introduced, moving into fourth season. Introduction of Day Release for players, to increase contact time.



**7 FAW Girls' Academy players** had training camps with Senior Women's squad.



**28 FAW Girls' Academy players** aged 14+ starting their refereeing journey with FAW funded education



**63 FAW Girls' Academy players** aged 14+ starting their coaching journey with FAW funded places on FAW Football Leaders Award, Football Emergency Aid and FAW Safeguarding Award



**12 FAW Girls' Academy players** offered Pro Game Academy contracts from the 2023/2024 Season





# 4 PLAYER DEVELOPMENT & NATIONAL TEAMS

## NATIONAL TEAMS



Appointment of  
**Rhian Wilkinson**

45

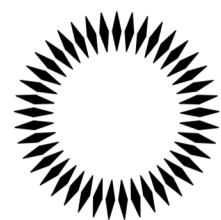
**Jess Fishlock**,  
Cymru Record Goal Scorer

£

**Equal** match fee



Both the Women's U17's & U19's  
have had one tournament per  
season in **UEFA League A**  
competitions



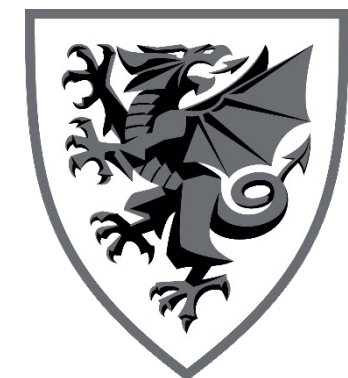
**Concacaf**



Women's U16's invited to  
CONCACAF & UEFA Friendship  
tournaments



Seniors furthest campaign to date,  
getting to the **FIFA World Cup plays offs**



**8** Youth Players into  
Senior National Team since 2021





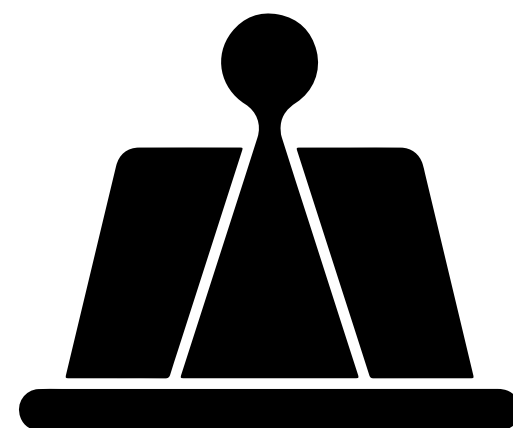
# WORKFORCE

## WORKFORCE & GOVERNANCE



### BE. Football Mentoring Launched

**44** Mentees across 3 years  
**23** Mentees now work in Football  
**12** Mentees now volunteer in  
Football



**11%** of the  
**Football Association of Wales  
Council** are female

**38.8%**

of the  
**Football Association of Wales**  
workforce are women



**27%** of the  
**Football Association of Wales  
Board** are female



The **Football Association of Wales** have  
the only female member on **UEFA EXCO**



Introduction of  
**Women & Girls Working Group**

**33%**

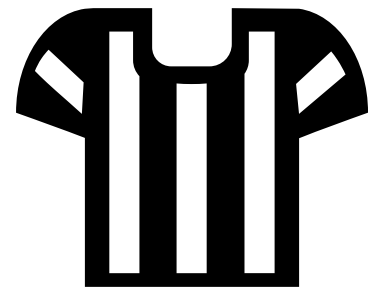
of the **Football Association of  
Wales Senior Leadership  
Team** are female





# 5 WORKFORCE

## REFEREES



▲ Increase of  
87

**129** women match officials

### ADRAN LEAGUES REFEREE ACADEMY

Adran Leagues Referee Academy **launched** in 2023

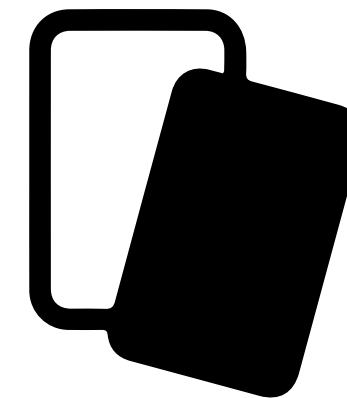


**Ceri Williams**, first woman match official to appear in JD Welsh Cup Final



▲ Increase of 2

**5** International women referee's



**Cheryl Foster** has refereed UEFA Women's EURO Semi Final, UEFA Women's Champions League Final and FIFA Women's World Cup Play-Off Final



**Quartet** of Welsh women to officiate in a UEFA International for the first time





# WORKFORCE

## COACHING



Female Educators delivering  
Specific **menstrual cycle**  
education



Specific Women's  
Coach Education courses  
at **every level**



From 1 Pro Licensed coach in 2021  
to **3 Female Pro License** Holders



Delivery of Women's Elite Players  
**UEFA B License**



At FAW C Certificate/License  
**22% of coach educators are**  
**women**



7 Adran Premier clubs with  
**A licensed coaches** 2023/24



Season 2023/24 saw  
an **increase in the**  
**number of women**  
**coach educators**  
working within the  
pathway.





“ The rapid growth in the women’s game over the last few years in every aspect has been beyond what I could have ever imagined. It feels like we as Cymru are on the brink of something special and we want the whole of Wales to come on this journey with us.

Angharad James, Cymru

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